

# ***News and Information***

*from the Tennessee Division of Consumer Affairs*

*615.741.4737 or toll-free 800.342.8385*

*www.state.tn.us/consumer*

---

FOR IMMEDIATE RELEASE

February 9, 2001

CONTACT:

Chris Allen

Dave McCollum

**Weekly Column by David McCollum, Director  
Volume 1, Issue 4**

## **When Ordering Flowers, Check the Address**

Valentine's Day is this week, and many of you will be sending flowers to that special someone. When you open up the telephone book to place your order, you should be aware that not all florist listings are alike.

If the listing does not include a physical address, there's a good chance that the business you are calling isn't local, even if the name of that business includes the name of your city or town. Many out of state florists advertise in local phone books using a misleading name which gives the impression that they are operating a local facility.

When you place an order with these out of state florists, they in turn place an order with a local florist who then delivers the flowers. You pay the company you called, then they pay the local florist. Naturally, both businesses need to make a profit, so this arrangement can lead to inflated prices. For example, if you order a \$50 arrangement from an out of state florist, after deducting their charges and fees, perhaps only a \$30 arrangement is actually delivered. Many times, the local florist is blamed when your loved one does not receive the gift you had intended, however, this is in fact the result of deceptive advertising by the out of state florist.

On Valentine's Day or any occasion, you are more likely to get what you pay for by cutting out the middle-man and dealing directly with a local florist--one with a listed local address.